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1. Response after Final Office Action

Total Number of Pages Including Cover Page: 10 pages

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Appl. No. 09/887,198
 Amdt. dated July 19, 2004
 Reply to final Office Action of May 18, 2004

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EXPEDITED PROCEDURE
 37 C.F.R. 1.116
 PATENT
Case No. N0093US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Appl. No. : 09/887,198
 Applicant : Matthew A. Guido et al.
 Filed : June 22, 2001
 Titled : Geographic Database Organization that Facilitates Location-Based Advertising
 TC/A.U. : 2177
 Examiner : Kuen S. Lu
 Docket No. : N0093US
 Customer No. : 37583

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RESPONSE AFTER FINAL OFFICE ACTION
AMENDMENT UNDER 37 C.F.R. §1.116

Sir:

In response to the final Office Action of May 18, 2004, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 7 of this paper.